



# MWR THEME OPERATIONS

December/January 2005-06

## Welcome

As 2005 draws to a close, I look back with heartfelt appreciation on the accomplishments of the past year. We opened 12 new units to total 61 MWR Theme Operations. This number includes a new milestone of 20 Strike Zone units now open. We also now have 4 joint service units open with more in the planning stages. The program continues to grow and this year we topped \$20M in sales. We welcomed Trace Kea and Roger Disbrow to our team, but sadly said good-bye to George Dickson, though he remains a part of the Business Programs team. We're also getting ready to open our first two Java Café units at the Presidio of Monterey early next year, and unveil a New York style "brick-oven" pizza program under the Primo's Express brand. Lastly, and most importantly we've been busy gearing up to host our annual Unit Managers' Conference at the AFRC Shades of Green, on 5-10 February 2006. We hope to see you there!

We certainly have a lot to be thankful for this holiday season. On behalf of the MWR Theme Operations team, from our families to yours, we wish you happy holidays and a successful new year!

Roger Weger  
Chief, Food Services Division

## "Success Story!" Fort McCoy's Great Halloween Bash

McCoy's went all out for their Halloween Bash on 28 October. Over 500 guests enjoyed the party's decorations, games and menu specials from Primo's. The McCoy's team members decorated the facility with corn stalks, hay bales, scare crows, pumpkins, dangling bones, witches and cob webs.

Many of those who attended the evening party came dressed in various costumes like Batman & Poison Ivy, witches, and the Odd Couple.

Earlier in the day McCoy's joined efforts with the CYS and had an afternoon party for all the kids to enjoy. McCoy's provided pumpkins for the kids to paint, a DJ to play music, a Halloween cartoon and bowling.

Approximately 120 children and their parents participated in this event. It was a successful day for McCoy's. Total revenues for the day were over \$12,000.



## Gobblers Holiday To Go

Prior to Thanksgiving day Reggie's Beverage Co, Yongsan Korea, marketed a Gobblers Holiday To Go Program. Guest could choose from a choice of a turkey or ham complete dinner to go. On Thanksgiving Day Reggie's sold over 110 to-go dinners which brought in over 8,000 in sales for the day. A great job by General Manager Walter Cade and his staff. This promo will run through Christmas.

## Unit Managers' Conference 2006 Update

**Have you registered?** Registration and information was sent out through the IMA Regions on 2 November 2005. Look for it and submit your registration for the 2006 Theme Operations Unit Managers' Conference, at the AFRC Shades of Green Hotel, 5-10 February 2006.

The SuperBowl Tailgate Party will be held on Sunday, 5 February. Be sure to pack and wear your favorite team colors, jerseys, face/body paint, and whatever else to show your team spirit at the Tailgate Party.

Vendor Product Showcase. The Showcase will be held on Wednesday, 8 February and is a great networking opportunity for you. We're anticipating over 25 vendors this year.

## Reminder: Submit Your Application for CMCE Certification

Achieving the CMCE Certification is a multi-step process. To earn this designation, petitioners must accumulate an established number of job experience, education, and additional points as well as achieve a passing score on a written exam. If you are interested, first visit [www.imcea.com](http://www.imcea.com) and review the information and requirements. There you will find the Application for Petition for CMCE. This petition needs to be completed and submitted to IMCEA no later than **15 December 2005**. IMCEA will evaluate the petition and notify the petitioner of eligibility for the written exam. The review course and exam will be offered at the Unit Managers' Conference, 5-10 February 2006. More information can be found at [www.imcea.com](http://www.imcea.com). Note: Any Conference attendee who has NOT received ServSafe Certification MUST first sign up for the ServSafe training course.

## Upcoming Openings – New Concept: Java Cafe



The first two Java Café units will open at the Presidio of Monterey (POM) in March 2006. The Java Café concept features the “We Proudly Brew” Starbucks Coffee program. An appealing menu of pastries, bagels, breakfast and deli sandwiches, salads, soups and sweets make Java Café a popular destination throughout the day. Each store's menu is flexible to adjust to structural site limitations, day part, and volume of business.

Our goal for the Java Café brand is to develop and present a contemporary retail fast-casual brand image. According to Roger Weger, “We want to exceed our guest's expectations by offering a distinct competitive advantage over traditional fast food venues, by providing quality and convenience in both comfortable and inviting surroundings.”

## Reminder: 1<sup>st</sup> Choice Rewards Program – Bonus Tuesdays!!!

The **Bonus Tuesdays “Extra Punch” Program Enhancement** will begin on December 1. You should receive all Bonus Tuesday materials just after Thanksgiving. Make sure your team members know about it and talk up “Double Punch Tuesdays” to their guests and friends. Put the merchandising materials up immediately. Remember that this is a great way to reward your guests. It is also a very good tool to bring new guests into your facility. Make sure each of your team members write their name on the back of the cards and use them to invite their friends, families, neighbors to your snack bar. Be sure to reward your team members for the business they bring in.

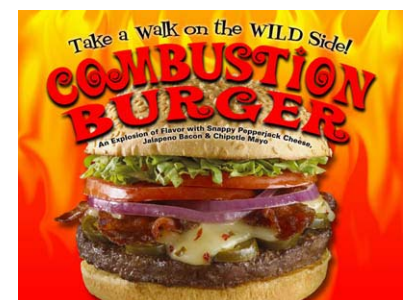
**Pamela Meredith**, Assistant Bowling Manager, Fort Knox said “We have provided about 1,700 cards to guests since the start of the program and have already redeemed 25 in the month of October. Our guests are enjoying this promotion and we have seen a big increase in repeat patronage.”



We're looking for more Feedback: How is the program working for you? Are your team members getting involved with the program? How? What have you heard from your guests about the program? Use your Evaluator at the end of your instruction manual. Let me hear from you. Send your comments [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil).

## January through April Food Promotion Gets Spicy Specials

Icy-cold January is a great time to introduce two hot new specials—the Combustion Burger and the Spicy Cajun Chicken Pizza. The Combustion Burger is a five-alarm tongue-tingler with ingredients like smoky jalapeno bacon, pepperjack cheese and slices of jalapenos. The Spicy Cajun Chicken Pizza is a familiar recipe that makes use of the same ingredients used in the Cajun Chicken Philly—topped with Cajun-spiced chicken, grilled mushrooms, peppers, onions and a blend of cheeses. Both specials will run from January 1<sup>st</sup> through April 30<sup>st</sup>, 2006. Marketing offices have already received their information including black and white ads for local publications. Posters and static clings will be automatically shipped to participating units from our printer. Some of you have requested that we ship your posters in flat packages to prevent curling. Based on your input we're discontinuing the use of the mailing tubes and will now start shipping them in large flat mailers.



## Promotion Poster Layouts Now Downloadable

Here's some good news! The high-resolution color layouts for the Combustion Burger and Spicy Cajun Chicken Pizza can now be downloaded from our website. These layouts are 14-inches, 150 dpi, color, Photoshop layered files that are PC and Mac compatible. They are just under 10 megs and can be easily customized to suit your local print requirements and output. Here's how:

1. [www.prafulfillment.com](http://www.prafulfillment.com)
2. Click Client Access
3. User Name: MWR Password: Marketing
4. Click "Theme Ops Downloads" (left side grey column)



5. Place cursor over picture and click it to download

\*\*\* PC Users will be asked to OPEN or SAVE. Click SAVE.

\*\*\* Mac users will see the file appear as a web page type of window. Simply save the file to your hard drive.

### **New Static Cling Mini-Posters Fail the Test**

One of our recent experiments fits into the WIN SOME-LOSE SOME category. Some months back, we tried a new adhesive-backed material to produce your static cling mini posters. The material itself is great! It peels off surfaces without leaving behind sticky residue. The problem is that the colors are fading away when they're exposed to sunlight for extended periods. We're fairly certain that the problem is with one of the ink colors---the black ink seems to be the only color that is fading. We'll now start producing the mini posters with what we hope will be better-quality, more lasting inks. Unfortunately, this is one of those things that have to be tried and tested. So, we'll try again! We'll do our best to research which units received the faulty mini posters and replace them for you. If you have a bad set, you can expect replacements. You can also call Sharon Bertschi to report any other problems with your printed materials. Sharon Bertschi, 701-681-5213, [sharon.bertschi@cfsc.army.mil](mailto:sharon.bertschi@cfsc.army.mil).

### **Anniversaries**

29 December – Primo's Express at the United States Military Academy, West Point, NY Ski Lodge celebrates their 5-year anniversary!

### **Transitions**

**Mr. George Dickson** has left the Theme Operations team and has joined Ernie Taylor's, Business Programs Operations team. George will be handling Club issues, the Carroll Award Program, Customer Payment solutions and much more.

**Ms. Elba Guardia** from Southwest Regional Office (SWRO) has accepted a position with the Business Programs Operations team. She will report in on or about 12 December.

**Ms Janet Lambert**, F&B Manager, Fort Campbell, KY has accepted the Business Operations Director position at Fort Irwin, CA. She will assume her new duties on 22 December 2005.

### **Test your knowledge about ServSafe**

1. Q. True or False: Raw chicken must be stored below ready-to-eat food, such as pumpkin pie, if it is stored in the same walk-in refrigerator.
2. Q. True or False: If stored food has passed its expiration date, you should cook and serve it at once
3. Q. True or False: Food can be stored near chemicals as long as the chemicals are stored in sturdy, clearly labeled containers.

## **ServSafe Tip of the Month: Keep Thermometers and their Storage Cases Clean**

Thermometers should be washed, rinsed, sanitized, and air-dried before and after each use to prevent cross-contamination. Use an approved food-contact surface sanitizing solution to sanitize them. Always have an adequate supply of clean and sanitized thermometers on hand.

## **Getting Back to Basics: Calibrating a Food Thermometer**

It's important to practice safe food handling procedures to prevent the spread of food born illnesses. One of the key elements to safe food handling is keeping food at proper temperatures. Hot food kept hot and cold food kept cold is insured through the use of bimetallic stemmed food thermometers. In order to check temperatures accurately you must be sure your thermometer is properly calibrated.

Make sure the food thermometer has the proper range for measuring safe food temperatures. The National Restaurant Association has determined the range of 41 to 135 degrees Fahrenheit to be the temperature "danger zone". This is the range in which disease-causing microorganisms grow and multiply. However in the Army we're held to an even stricter standard by the Army's TB-Med 530 which maintains the temperature "danger zone" is 40 to 140 degrees Fahrenheit. To ensure the range is covered we need to be sure our thermometer will measure from 0 to 220 degrees Fahrenheit. To calibrate your thermometer make sure there is an adjustable calibration nut where the metal probe stem meets the under-side of the thermometer to keep it accurate.

Calibration:

There are two methods for calibrating a thermometer; the boiling-point method and the ice-point method. We recommend only the ice-point method as the other method potentially could cause burns.

Ice-point method for calibrating a thermometer:

1. Fill a container with ice. Add clean tap water until container is full.
2. Put the thermometer stem or probe into the ice water so the sensing area is completely submerged. Stir the ice and water mixture with the probe and wait thirty seconds or until the indicator stops moving.
3. Hold the calibration nut securely with a wrench or other tool and rotate the head of the thermometer until it reads 32 degrees Fahrenheit.

Here are a few more tips to remember:

- Keep thermometers and their storage cases clean.
- Calibrate thermometers regularly to ensure accuracy.
- Never use glass thermometers filled with mercury or other spirits to monitor food temperatures.
- Regularly record temperatures and the times they are taken.
- Be sure to decide what corrective actions to take if temperature standards are not met.

Following these few simple steps will help ensure that we're always serving our guests foods at the safe and proper temperatures. (POC Jason Henderson, (703) 508-0438.

[Jason.Henderson@cfsc.army.mil](mailto:Jason.Henderson@cfsc.army.mil)).

### **Spin-2-Win Update:**

**Fort Stewart:** We use the spin-to-win promotions on Monday-Friday nights. The leagues look forward to the spin of the wheel to see if any of their team members will win the pizza for the night. On Saturday morning, the YABA league kids love the idea that they can spin to win a free pizza. On Saturday night during open bowling, we use the wheel for customers to win free items or discount off on bowling. Our guests really have enjoyed the free food items from the snack bar or the chance to win free games. Thanks to the wheel, business at night is going great! (Jerry Evans, Fort Stewart).

**Fort McCoy:** At Fort McCoy, we are running the lucky lane pizza give away during our league nights (Mon, Tues, Thurs, and Fri nights). On Wednesday's and after leagues (Mon-Thurs), we run the "spin to win" aspect, where when a guest comes up to bowl, we let them spin the wheel before bowling. The free food specials I've broken out per day (Mon- free Nacho's, Tues- free jalapeno poppers, Weds- free cheeseburger, Thurs- free order of chicken fingers). The free shoe rental, bowling and discount bowling they can also get on any of those days. For the special prize aspect we give away a T-shirt from one of our beer distributors. Our marketing department made up coupons for us for the food, bowling, free soda and shoe rental for us. Plus every 2 weeks or so, I go through and change the stickers on the wheel to add and take off and just move things around on the wheel. So everyone gets a chance to win a prize. Our league bowlers love it. (Shawn McLane, Fort McCoy)

### **Plan Now With Your Planning Calendar**

By this time, smart managers will have browsed the hundreds of money-making and fun promotions that can be found in the 2005-2006 Business Managers Planning Calendar, and will be working on plans for spring and summer. "That's why this calendar was designed," said Shirley Kappa in the Business Programs – Events Division at CFSC. "Managers can't turn to the current month and begin planning...it's too late."

"To effectively use it as a planning tool, you need to sit down with your staff and your marketing department and use our ideas to begin brainstorming promotions that will work for you. Look at the monthly celebrations and plan your menus, LTOs or buffets around them. Block dates on the calendar for local events that occur annually on your installation...so you don't wind up competing with them for patrons. Or, better yet, so that you can build on that event and offer promotions that will enhance it," Kappa continued.

The calendar is also helpful when determining what training or conferences you should budget for. Each tab lists the upcoming industry shows with dates and location or a point of contact for more information. It also provides websites for additional ideas and resources you can use when planning events and promotions.

If you'd like to download the calendar, to use it as a planning guide with your staff, you can find it at [www.mwrpromotions.org](http://www.mwrpromotions.org). If you'd like to submit an idea for the calendar, please contact Shirley Kappa at [Shirley.kappa@cfsc.army.mil](mailto:Shirley.kappa@cfsc.army.mil).

## Events Division Promotions

The Events Division has some exciting promotions in the works.

- **Spin-to-Win.** Strike Zones should have received and started the Spin-to-Win promotions.
- **Race to the Rings.** It's coming, the teams are forming, the flags are waving . . . "Army Athletes Race to the Rings" promotion is coming to a facility near you. For more information contact: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil).
- **Business Manager's Planning Calendars** have been shipped. If you haven't received yours, call your BOD/COD or Marketing Director.

Check out [www.mwrpromotions.org](http://www.mwrpromotions.org) for more information.

### Race to the Rings

Race to the Rings Promotion will be featured at (59) MWR food and beverage facilities in CONUS & KORO regions during January 1 – March 31, 2006. Promotional point of sale materials should be delivered to facilities in CONUS and Korea the first week of December. The promotion features a customized 32-ounce cup with a peel to win game piece on the outside. Managers can go on-line to [www.mwrpromotions.org](http://www.mwrpromotions.org) to download an electronic version of the promotion handbook and artwork.



Guests can peel and win instant prizes like free sodas and fries or collect game pieces to win a host of grand prizes; (1) 2006 Mustang GT Coupe, (2) \$5000 cash prizes and (10) \$1000 cash prizes. The promotion cross promotes our World Class Athlete Program (WCAP) and gives our guests an idea of what it takes to get to the Olympic Games. Instruct your guests to log onto [www.mwrpromotions.com](http://www.mwrpromotions.com). (Business Program Events Division, [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil), DSN 328-6119)

### Answers to ServSafe Questions

1. A. True
2. A. False, discard food that has passed its manufacturer's expiration date.
3. A. False, store food only in designated storage areas.

### Closing Thought

*"The time is always right to do what is right" ...Martin Luther King, Jr.*



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